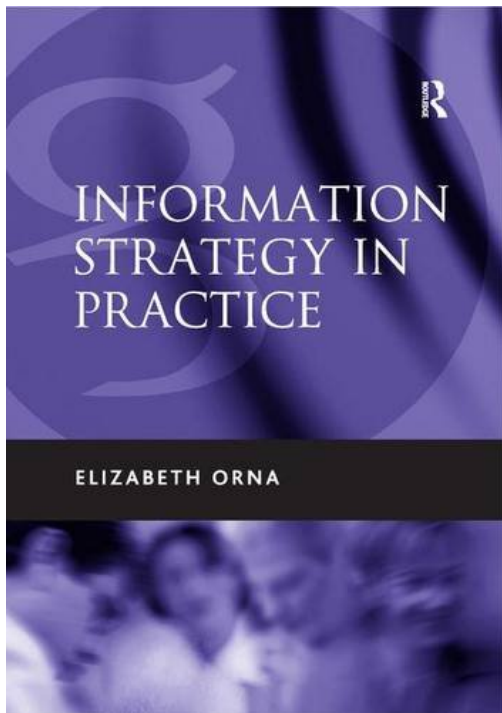


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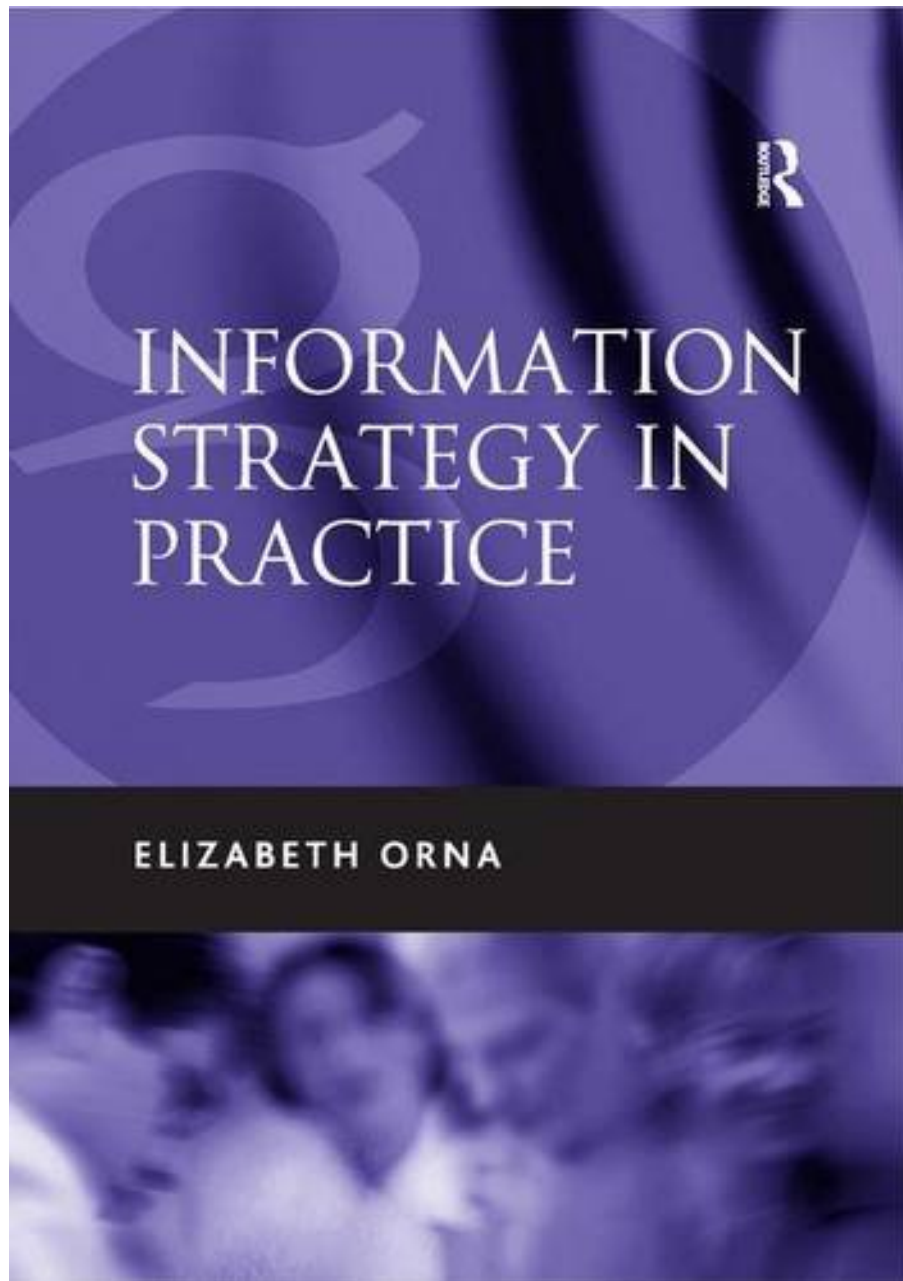
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'...the book deserves a wide audience, student and practitioner alike.' LTSN-ICS website 'Mixing fascinating and insightful lessons learned from her own consultancy experience with references to the key authors in the field, she provides a step-by-step approach to developing and implementing successful information strategies in organizations, whilst at the same time highlighting how information management and knowledge management complement each other. Supported by excellent graphics, this book will be invaluable to all information managers and students of information management.' Charles Oppenheim, Loughborough University, UK '...this book is for you if you seriously want to understand or apply strategic information management. Because Elizabeth Orna provides you with the most comprehensive yet concise, articulate and practical view of this somewhat complex activity...This book adds to recognised wisdom on the subject a special touch that will help practitioners and scholars to make good sense of it. A praiseworthy contribution.' Michel J. Menou, Visiting Professor of Information Policy, City University, London, UK '[Information Strategy in Practice] has enabled me to gen up on everything quicky! It's reminded me of the importance of getting everyone 'on board' and I've been able to communicate to directors the real need for an audit, before jumping straight into random problem and solution finding activities, without establishing 'what it is' and 'where it is' the new organisation wants to be.' Anne Vallins, University of East Anglia, UK "...this is one which information scientists will want to add to their list of recommended reading." Mantex Website 'Overall, I give it a thumbs up - definitely worth a read.' Accounting Web 'This book provides a concise, practical non-patronising explanation of the key processes to develop organisational information policy and strategy, with suggestions drawn from actual practice on how to implement these. The book's emphasis is on a specific problem, function, less error-prone, and more accessible).' Accounting Web '...helpful points and lists in this book to refer to when writing strategies and policies, with further lists covering different methods of audit, and key questions to ask during an information audit.' Business and Archives Principles and Practice

About the Author

Elizabeth Orna has many years of experience as an information manager and, since 1979, as an information consultant. She lectures internationally on information management and information presentation, and has pioneered original research on managing 'information products' - the essential but neglected means by which knowledge is transmitted from one human mind to another. Her books include Practical Information Policies (Gower, 1999) and Information Management in Museums (with Charles Pettitt, Gower, 1998).

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